



Italian Wine & Food Institute

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The Note of the Italian Wine & Food Institute on the U.S. Market

A Magical Moment for Italian Wine

New York, June 1 – Italian wine continues to enjoy its magical, record-breaking moment in its exports to the United States – as just announced by the Italian Wine and Food Institute.

In the first trimester of the year, Italy experienced an increase of 28.7% in quantity and 27.1% in value. These results exemplify how Italy continues and consolidates its position in the American market and how it is distancing itself further from Australia, the second largest exporter to the U.S. In fact, Australia reported a decrease of 8.7% in value this year, thus broadening the gap that divides the two countries.

On the whole, Italy rose from 474,230 hectoliters for a value of \$233,980,000 of the first trimester of 2010, to 610,570 hectoliters for a value of \$297,455,000 during the first trimester of 2011.

The dates of the first three months of the year, said the note of the Italian Wine & Food Institute, confirm and improve the already positive results of the first two months of 2011.

A major contribution to that success was given by the notable increase of bulk wine exports – mainly Pinot Grigio exported to California – which rose from 11,270 hectoliters to 51,650 hectoliters during this ongoing year. The value rose from \$2,264,000 to \$8,263,000. There was an increase of 358.4% in quantity and of 265.1% in value.

The market quota for imported wine from Italy went from 31.4% in quantity and from 25.1% in value during the first trimester of 2010, to 29.3% and to 35.5% during the first trimester of 2011. On the contrary, those of Australia diminished from 27.8% to 22.7% in quantity and from 17.8% to 14.4% in value.

In the first trimester of 2011, total imports to the United States rose from 1,895,500 hectoliters to 2,083,030 hectoliters. The value also increased from \$743,669,000 to \$837,741,000 this ongoing year. Therefore, there has been an increase respectively of 9.9% and of 12.6%.

The imports from Australia equaled to 473,970 hectoliters, for a value of \$121,166,000. This shows a decrease from the 527,910 hectoliters of the corresponding period from last year, which was valued at \$132,712,000. Those from Argentina amounted to 258,430 hectoliters, for a value of \$67,977,000. This is an improvement from the first trimester of last year, when imports from Argentina amounted to 194,900 hectoliters, for a value of \$53,161,000. Thus there has been an increase of 32.6% in quantity and of 27.9% in value.

Also in the first trimester of the year, according to the note of the Italian Wine & Food Institute, the imports from Chile decreased from 263,640 hectoliters to 245,590 hectoliters and rose from \$51,686,000 to \$61,937,000 in value. These results reveal a decline of 6.8% in quantity and an increase of 19.8% in value.

The imports from France slightly rose from 150,700 hectoliters to 150,920 hectoliters this trimester, and its value increased from \$126,115 to \$131,173,000. Therefore, France has experienced an increase of 0.1% in quantity and of 4.1% in value.

Imports from Spain, the sixth largest supplier to the U.S. market, experienced a dramatic increase during the first trimester of the year. Imports from Spain amounted to 131,880 hectoliters versus the 76,220 hectoliters from the corresponding period last year. In addition, the value rose from \$38,742,000 to \$49,443,000. These results reveal a 73% increase in quantity and 27.6% increase in value.

